



CONTACT ME

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- Linh Trung, Thu Duc, HCM city

SKILL

Soft skill

Communication, Problem-Solving, Time Management, Analytical Thinking.

Hard skill

SEO Marketing, Content Creation, Digital Advertising, Branding Campaign Social Media Management.

EDUCATION

Ho Chi Minh City of Banking

Bachelor of Business Administration 2022-2026

Tomorrow Marketers 2025
Brand Developer

Coursera Course 2024
Certificate in Digital Marketing

- GPA: 3.4/4
- VSTEPS: 6.5
- MOS

NGUYỄN THỊ KHÁNH NGÂN

Customer Experience Excellence
Trainee

ABOUT ME

A third-year student who is analytical and possesses excellent communication, brand development, and project management skills. I am eager to apply for the Brand Marketing Intern position with a focus on Branding Strategy. Skilled in analyzing market and consumer insights to inform brand positioning, develop strategic marketing plans and accelerate my career to become a Senior Brand Assistant within three years.

WORK EXPERIENCE

Xhomes Apartment

6/2023-1/2024

Social Media Content Creator & Administrator

- Developed and executed SEO-driven social media strategies, boosting brand visibility and engagement by **60%**.
- Created and edited** high-impact video content for rental property projects, serviced apartments, and brand marketing campaigns, enhancing audience reach and brand recognition.
- Managed and grew** the TikTok channel "Xhome Apartment," achieving a follower base of **110.2K** and generating **154K** views on individual posts.
- Produced SEO-optimized articles and videos, averaging 1.000 views, using Canva and TikTok for video and image editing.

AC homes

3/2023-6/2023

Marketing and Customer Consultant

- Developed media campaigns, boosting website traffic by 40%.
- Managed Facebook Ads and ads on platforms like Chotot, optimizing performance.
- Manage website design, content, and SEO Marketing, Branding and Logo Design

EXTRA CURRICULAR ACTIVITIES:

- Conducted scientific research on investigated factors "Influencing cart abandonment behavior in online shopping".
- Planned and executed financial strategies for the Event Club, optimizing resource allocation and ensuring cost efficiency for 50 members initiatives.